

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Avirex Holdings LLC		12/01/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	KVZ International Ltd.		
Street Address:	Offshore Incorporations Center Roadtown		
Internal Address:	P.O. Box 957		
City:	Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Entity Type:	LIMITED LIABILITY COMPANY: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77602833	IRREVERENT	
CORRESPONDENCE DATA			
Fax Number:	(312)456-8435		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-456-8400		
Email:	munozg@gtlaw.com		
Correspondent Name:	Eric J. Maiers		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Greenberg Traurig, LLP - Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601-1732		
ATTORNEY DOCKET NUMBER:	119632.010300		
DOMESTIC REPRESENTATIVE			
Name:	Herbert H. Finn		
Address Line 1:	77 W. Wacker Drive		

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**TRADEMARK
 REEL: 004248 FRAME: 0862**

Address Line 2: Greenberg Traurig, LLP - Suite 3100
Address Line 4: Chicago, ILLINOIS 60601-1732

NAME OF SUBMITTER:	Eric J. Maiers
Signature:	/Eric J. Maiers/
Date:	07/27/2010

Total Attachments: 4
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US TRADEMARK ASSIGNMENT FOR IRREVERENT TRADEMARKS

THIS U.S. TRADEMARK ASSIGNMENT, effective as of December 1, 2009, is by and between Avirex Holdings LLC, a Delaware limited liability company with legal residence at c/o Wear Me Apparel LLC, 31 West 34th Street, New York, New York 10001 U.S.A. ("Assignor") and KVZ International Ltd., a British Virgin Islands limited liability company ("Assignee").

WHEREAS, Assignor is the owner of right, title and interest in the United States in and to the trademark, including without limitation the application for registration therefor shown on Schedule D-2 hereto, and the goodwill associated with the foregoing (the "Trademark"); and

WHEREAS, Assignee is the successor to the portion of the ongoing and existing business of Assignor to which the Trademark that is the subject of an application for registration under Trademark Act Section 1(b), 15 U.S.C. Section 1051(b) pertains, and Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark in the United States.

NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Assignor did and hereby does sell, assign, transfer and convey to Assignee, all of Assignor's right, title and interest in and to the Trademark, including, without limitation, all registrations and applications for registration therefor, together with the goodwill of the business symbolized by the Trademark being assigned, the portion of the business of Assignor to which any intent-to-use applications set forth on Schedule D-2 pertains, as well as all claims and causes of action against third parties relating to the Trademark for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom in the United States; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby agrees that after the date hereof it shall execute and/or deliver, at Assignee's own cost and expense, such additional or other documents and instruments, and do such additional or other acts and things as may be required or reasonably requested by Assignee, its successors or assigns, to give effect to the provisions of this U.S. Trademark Assignment and to vest, perfect, confirm, record or otherwise reflect or give effect to Assignee's title in or title to the Trademark as set forth above.

This U.S. Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of New York and the applicable federal laws of the United States of America pursuant to Title 15 of the United States Code.

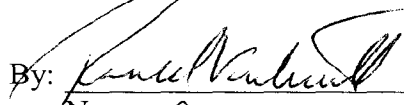
This U.S. Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

This U.S. Trademark Assignment and the respective rights, covenants, conditions and obligations of the parties hereunder and any instrument or agreement executed pursuant hereto shall be binding upon and enforceable by, and shall inure solely to the benefit of the parties hereunder and their respective heirs, successors and permitted assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this U.S. Trademark Assignment to be executed

KVZ INTERNATIONAL LIMITED

AVIREX HOLDINGS LLC

By: 
Name: Ronald Ventrucelli
Title: Authorized Person

By: _____
Name: Jason Rabin
Title: Member

IN WITNESS WHEREOF, Assignor and Assignee have caused this U.S. Trademark Assignment to be executed.

KVZ INTERNATIONAL LIMITED

AVIREX HOLDINGS LLC

By: _____
Name:
Title:

By: _____
Name: Jason Rabin
Title: Member

[Signature Page to US Trademark Assignment for Irreverent Trademarks (Avirex)]

SCHEDULE D-2

US Trademark Registrations and
Applications for Irreverent Trademarks

MARK	APP. NO.	FILING DATE	GOODS
IRREVERENT	77/602,833	October 29, 2008	Clothing, headwear and footwear